

## Communications: Analytics and Application



Project Title	Communications: Analytics and Application
Project Summary	Employ innovative ways to strategically capture and share technical knowledge, leverage best practices, create visuals, map activities, and improve development effectiveness to support CDC's National Center for Emerging and Zoonotic Infectious Diseases' communication activities.
Country	United States

## Project Description

The student will gain experience in evaluating infectious and zoonotic disease communications. The selected intern will work with subject matter experts to support the development of evidence-based messages and strategies. The specific projects involve the analysis and evaluation of communication initiatives, including, but not limited to, social media, an email newsletter, and a website. The intern is expected to enter, clean, and organize raw data in spreadsheets, perform statistical analyses to identify findings, inform project and program decisions moving forward, and help monitor impact. The intern will perform trend analyses and use data visualization to display and communicate progress over time. Other communication projects, such as writing tweets and blog content, can be assigned.

Analytic and Excel spreadsheet skills are required. Experience with social media content management tools, such as Twitter Analytics and Sprout, is preferred.

## Required Skills or Interests

### Skill(s)

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Analytical writing

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Data analysis

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Data visualization

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Design thinking

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Editing and proofreading

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Marketing

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Research

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Social media management

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Storytelling/blogging/vlogging  
Writing

## **Additional Information**

*None*

## **Language Requirements**

*None*